

**REMARKS****Summary of the Office Action**

Claims 25-35 stand rejected under U.S.C. §102(e) as allegedly being anticipated by Reber (US, 6,138,151).

**Summary of Response to the Office Action**

Claims 25 and 31 are amended to further define the invention. Claims 1-24 are cancelled previously without prejudice or disclaimer. Accordingly, claims 25-35 are presently pending for consideration.

**All Claims Define Allowable Subject Matter**

Claims 25-35 stand rejected under U.S.C. §102(e) as allegedly being anticipated by Reber (US, 6,138,151). Applicant respectfully traverses the rejection of claims at least for the following reasons.

With respect to independent claim 25, as amended, Applicant respectfully asserts that Reber does not teach or suggest at least the features of “an image generation unit that generates an image data including an image element based on a document data,” “an embedding data generation unit that received identification information corresponding to the link information,” “embed the identification information by superimposing over the position of the image element based on the appearance information,” and “the image element excludes any one of the link information, the related information and the identification information.”

On page 2 and 3 of the Action, the Office alleges that “Reber discloses an image processing apparatus (FIG. 1 of Reber) comprising an image data generation unit (element 42 of FIG. 1) that generates an image data including an image element (printed code) based on a document data (col. 4, lines 13-19 of Reber).” The Office further alleges that Reber discloses

“an embedding data generation unit (element 46 of FIG. 1) that received identification information corresponding to the link information (col. 6, lines 10-24 of Reber)” and “configured to generate a control data to embed the identification information by superimposing over the position of the image element (e.g., next to the article) based on the appearance information (col. 7, lines 7-17 of Reber).” Applicant respectfully disagrees.

In contrast to the Applicant’s claimed invention, Reber teaches methods, systems, and articles for automatically navigating an electronic network to a destination associated with an article in a printed publication (col. 3, lines 11-15). Specifically, Reber teaches a method of making the printed publication that includes the printed code (i.e., alleged to the image element as claimed) (col. 6, line 67 to col. 7, line 19, FIG. 2) where one-dimensional or two-dimensional printed code (bar code) is used to identify its associated article (i.e., image element) and its respective destination (col. 3, line 54 to col. 4, line 12). However, Applicant respectfully submits that the method of Reber appears to be limited to producing the printed publication having the human readable digits (bar code). As disclosed at col. 7 lines, 13-18, Reber particularly points out that each of the code is printed adjacent to its associated article, or alternatively, the codes can be printed in the form of index which may or may not be adjacent to the articles. In other words, Reber appears to require that the printed code (i.e., identification information as claimed) be printed separate from the article (i.e., image element as claimed) and the printed code is to remain visible at all times. Furthermore, since the printed code is prepared separate from the article, the printed code occupies some portions of the publication. Therefore, a total area used for printing the article on the publication may be minimized. However, the image element as recited in claim 25 does not include any one of the link information, the related information, and the identification information. In addition, Applicant’s claimed invention does

not require generating a human readable image (i.e., bar code) separate from the image element (i.e., articles) because the identification information are superimposed over the portion of the image element. Furthermore, a total area used to print the image element is essentially unchanged. Thus, Applicant asserts that Reber does not teach or suggest at least the features of “an image generation unit that generates an image data including an image element based on a document data,” “an embedding data generation unit that received identification information corresponding to the link information,” “embed the identification information by superimposing over the position of the image element based on the appearance information,” and “the image element excludes any one of the link information, the related information and the identification information.”

Applicant respectfully submits that the invention of claim 31 is distinguished over Reber for reasons similar to those presented above with respect to independent claim 25. In light of arguments presented above, Applicant respectfully requests that the rejections under 35 U.S.C. §102(e) be withdrawn because Reber fails to teach or suggest at least the features of independent claims 25 and 31. Furthermore, Applicant respectfully submits that dependent claims 26-30 and 32-35 are allowable for reasons as set forth above and because of its dependency from respective one of independent claims 25 and 31, as well as the individual features each dependent claim recites.

**CONCLUSION**

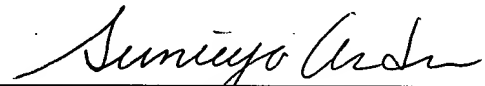
In view of the foregoing remarks, Applicant respectfully requests reconsideration of this application, withdrawal of all rejections, and the timely allowance of all pending claims. Should the Examiner feel that there are any issues outstanding after consideration of this response, the Examiner is invited to contact Applicant's undersigned representative to expedite prosecution.

If there are any other fees due in connection with the filing of this response, please charge the fees to our Deposit Account No. 50-0310. If a fee is required for an extension of time under 37 C.R.R. § 1.136 not accounted for above, such an extension is requested and the fee should also be charged to our Deposit Account.

Respectfully submitted,

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By: \_\_\_\_\_



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